

EEO PUBLIC FILE REPORT

This Report covers full-time vacancy recruitment data for the period March 23, 2018 – March 22, 2019.

1) **Employment Unit: LM Communications - Lexington, Kentucky**

2) **Unit Members (Stations and Communities of License):**

**WGKS-FM Paris, Kentucky
WCDA-FM Versailles, Kentucky
WLXG-AM Lexington, Kentucky
WBVX-FM Carlisle, Kentucky
WBTF-FM Midway, Kentucky**

3) **EEO Contact Information for Employment Unit:**

Mailing Address: 401 West Main Street, Suite 301 Lexington, KY 40507	Telephone Number: 859-233-1515
	Contact Person/Title: Craig Olive / Group General Manager
	E-mail Address: COLIVE@LMCOMM.COM

4) **List all Full-Time Job Vacancies Filled by Each Station in the Employment Unit:**

Job Title	Recruitment Source Referring Hires
1. Account Executives*	Industry Referrals (2), KBA ad (1)
* 3 positions were filled from one flight of recruitment announcements.	
2. Disc Jockey	Industry Referral (1)

**WBTF(FM), WBVX(FM), WCDA(FM), WGKS(FM), WLXG(AM)
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Job Title: Account Executives* Referral Sources of Hires: Industry Referrals (2), KBA Ad (1)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
University of Kentucky job web site	Self posted	Uky-csm.symplicity.com Employer Relations Team James W. Stuckert Career Center University of Kentucky	859-257-0550	3	No
LinkedIn	Rachael Chaves	LinkedIn Corporation. 2029 Stierlin Ct. Mountain View, CA 94043, USA	www.Linkedin.com	1	No
Regional Help Wanted . com	Dale Mulder	PO Box 319 Mt Zion, IL 62549	845-827-1382	2	No
Key News Journal (see 6-h of this report)	Patrice Muhammad	3579 Laredo Dr Lexington, Ky 40517	859-492-6642	2	No
Kentucky Broadcasting Association (KBA)	Karen Mucci	101 Enterprise Drive Frankfort, KY 40601	502-682-2896	1	No
LM On Air Recruitment Ads	Craig Olive / GM	401 West Main Street Lexington, KY 40507	859-233-1515	3	No
Industry Referral	N/A	N/A	N/A	5	No
African American Ball (see section 6(c) of this report)	N/A	Embassy Suites Lexington	N/A	0	No
Lexington Area Minority Business Expo (see section 6(d) of this report)	N/A	Lexington Heritage Hall	N/A	2	No
Commerce Lexington job bank	Self posted	Commerce Lexington jobs.com	N/A	0	No

* 3 positions were filled from one flight of recruitment announcements.

Job Title: Disc Jockey

Referral Source of Hire: Industry Referral (1)

Name of Organization Notified of Job Vacancy	Contact Person	Address	Telephone Number	# of Interviewees Referred	Did Recruitment Source Request Notification? (Yes or No)
ALL ACCESS dot com	Self posted			3	No
LM Comm Corp Web sites	Self posted			0	No
Lex Regional Help Wanted.com	Self posted			0	No
Industry Referral	N/A	N/A	N/A	1	No

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5) **Total # of Interviewees Referred:** For the period from March 23, 2018 through March 22, 2019, this Employment Unit interviewed **23** interviewees for full-time job vacancies.

6) **Supplemental Recruitment Initiatives:**

a) Frederick Douglas High School, Lexington , Kentucky 40512; Thursday, Sept 13, 2018
Employment Unit Participant: LM V.P of New Business Development

LM V.P was the speaker of a High School level class discussion on relevant media jobs in the new world markets. He led the discussion among 38 students as well as informed them of sales and marketing career opportunities among media companies such as LM Communications.

b) Initiative: Participant in Kentucky State Internship Program, Lexington, KY, June 2018-Feb 2019
Employment Unit Participants: LM Communications Group General Manager, Stations' Program Directors, Production Manager, Sales Managers, Administrative Staff.

During this internship program, students are interviewed then selected by KY State personnel to be given internships at LM Communications. Three (3) selected students spent time in the areas of sales, programming, production, promotions and office administration. Students spend time with Program Directors, Sales Directors and the General Manager to learn about the various duties and roles of job opportunities within LM and other radio groups. Students were provided hands on opportunities to assist with on-site remotes and various client and promotional activities during their internship.

c) Initiative: Co-host of 2019 African American Ball -Jan 19, 2019
Employment Unit Participant: General Manager, Program Director--WBTF

LM Communications was co-host of the African American Ball on Jan 19, 2019. This annual event fostered networking among top African American Lexington business leaders during an evening of art, culture, music, dancing, fashion and fellowship. The General Manager, and Program Director experienced an evening of networking for possible open jobs at LM and a celebration of African American culture.

d) Initiative: Lexington Area Minority Business Expo, Lexington Convention Center -8/3/18
Employment Unit Participant: LM Group President & Owner, General Manager, Directors of Sales, Program Director – WBTF-FM

The Lexington Area Minority Business Expo is one of the premier business events in Kentucky dedicated to the education and growth of minority and women owned businesses. This expo is designed to connect businesses with organizations looking for minority and women-owned businesses. Expo participants spent time with LM Communications Program Manager (WBTF-FM) and General Manager. LM Communications hosted a booth and visited with expo participants regarding business opportunities in the radio and broadcast industry.

e) Initiative: Eastern Kentucky University Internship Program, Lexington, KY – Apr 2018-Feb 2019
Employment Unit Participants: LM Communications Group General Manager and Station Program Directors, Production Manager, Administrative Staff.

During this internship program, 3 school-selected students spent time with the stations' General Manager and each station's Program Director. The interns had opportunities to learn about the operations of each station and gained experience and insight into careers in radio management. Students were selected by ECU based on the students' objectives after leaving school, and their desire to enter into the industry in which the internship is conducted.

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- f) Initiative: Job News USA.com Job Fair, Clarion Hotel, Lex, KY-4/5/18, 8/16/18, 3/20/19
Employment Unit Participant, General Manager, and Sales Assistant

The LM Communications Broadcast Media Group participated in these 3 annual Job Fairs at Clarion Hotel in Lexington on 4/5/18, 8/16/18 and 3/20/19. Approximately 30+ companies participated and over 400 attended each of the job fairs and station personnel were available to answer questions about LM Communications' jobs and career opportunities. LM Communications is the exclusive Radio sponsor of the 3 events thus were given booth space to interact with the job seekers about opportunities at LM Communications.

- g) Initiative: Participation in other activities designed by the station employment unit to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

1. LM On Air Recruitment Ads--Ongoing

LM Communications put together various 30 sec ads recruiting for Account Executives and ran them on all 6 LM Radio Stations encouraging interested applicants to contact LM Communications about the open Account Executive positions.

2. Participation in Employment Related Activities in the Community – Ongoing

The owner and senior and upper level management of LM Communications aggressively pursue interaction with community leaders in order to further the goal of disseminating information regarding employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities. The owner and senior and upper level management attend community events and networking events searching out prospects to fill future openings with the broadcasting organization.

(h) Listing of Positions in Job Banks that Have Substantial Participation by Women and Minorities

Depending on the nature of the open positions, the employment unit frequently posts a listing of openings in the following job banks that have substantial participation by women and minorities:

- **Key News Journal:** <http://www.lextown.info>. LM Communications paid for classified ad space in this web and print publication targeted at the African American community.
- **University of Kentucky job web site:** <https://uky-csm.symplicity.com>. Career Center at the University of Kentucky. LM Communications has classified ad space on this free site for University of Kentucky students looking for career and intern opportunities in media upon their graduation.
- **Kentucky Broadcasting Association:** <http://www.kba.org>. LM Communications posted openings on this free classified job opportunity section of the web site. Kentucky Broadcasting Association caters to both radio and TV broadcasters in the state of Kentucky.